1ST A FILE

SALES PERIOD
JAN. 5-FEB. 27, 1981

Marlboro

Parliament *Lights*

VIRGINIA SLIMS

MERIT

BENSON & HEDGES

Cambridge

1002416779

Source: https://www.industrydocuments.ucsf.edu/docs/lzjk0000

Promotion Support for 1st Sales Period

JANUARY

Virginia Slims Lights

30-Pack Set/Sell
20-Pack Set/Sell
Posters
Multipurpose Card
Shelf Talker

Merit

20-Pack Set/Sell
Poster
Multipurpose Card
Shelf Talker

Contract Display Brands
(JANUARY 5-JANUARY 16)

Virginia Slims Lights
Merit
Cambridge
Parliament Lights

Contract Display Brands
(JANUARY 19-JANUARY 30)

Cambridge
Marlboro
Virginia Slims Lights
Saratoga

1002416780

Source: https://www.industrydocuments.ucsf.edu/docs/fzjk0000

1002416781

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1ST SALES PERIOD/JAN. 5-FEB. 27

TO: Entire Sales Force

FROM: H. B. Coleman

SUBJECT: January Sales Cycle

Your efforts and enthusiasm for our 1980 programs resulted in enormous success of two brand introductions, a high degree of retailer acceptance of our new Plan B merchandising program, and overall increased visibility and availability of product in independent and chain accounts. Also, numerous other programs were successfully implemented due to your outstanding efforts.

1981 will be another challenging year for us. There will be increased competition, greater opportunities to expand our growth, and a faster pace to maintain.

With our redeployed territories, we have redefined our coverage patterns and call frequency. This allows us to further emphasize problem/opportunity calls and our Plan B accounts. The end result is a greater presence in the marketplace and a continued growth in our share of business.

In addition to capturing a larger share of the low-tar segment of the market, the ultra low-tar category will also be a prime target. Emphasis will be on properly utilizing all materials and programs available to you this year. We'll be offering the best and most exciting lineup of products, p.o.s., advertising -- everything necessary in order to reinforce our position with distributors, retailers, and consumers.

If each of us contributes our top-level performance on a day-to-day basis, we are certain to begin 1981 with the same winning momentum of the previous year.

HBC/kb

Marlboro
Parliament Lights
VIRGINIA SLIMS MERIT
BENSON & HEDGES
Cambridge

1002416782

Source: https://www.industrydocuments.ucsf.edu/docs/lzjk0000

SSM/ Sales Strategy & Objectives

JANUARY SALES CYCLE / JANUARY 5 - JANUARY 30, 1981

This Product Promotion Plan reviews activities scheduled for the January Sales Cycle only. There will be an additional PPP for February to outline details of Merit Ultra Lights retail activities.

SWITCH SELLING

An ongoing priority for each person within your Section is to perfect their switch selling techniques. With your assistance and continuous individual attention, your personnel should be able to upgrade their switch selling proficiency and achieve greater consumer support for our brands. Be certain that Division Managers devote a significant amount of time to switch selling during their First Sales Period meeting and that they address any problems Sales Representatives have encountered during the first two months of this activity. Division Managers must continuously emphasize at their meeting that switch selling will be an instrumental part of the in-store mission and if successfully performed, will have an impact on our national sales growth.

PLAN B

In order to capitalize on greater visibility of product in chain and independent accounts, the majority of B accounts should by now have either a B-3 or B-4 display. In addition, to support our continued effort to gain as much exposure for our products as possible, Sales Representatives will change header cards and display packings twice during a sales cycle or four times each sales period; i.e., four display brands will be offered January 5 - 16 and then changed for the period of January 19 - 30. Be certain that Division Managers discuss this in detail at the First Sales Period Division Meeting.

COVERAGE

With redeployment complete, it will be your major responsibility this Sales Period to analyze coverage patterns and monitor distribution of work loads. By the end of January Division Managers should be virtually completed filling vacant territories. Periodically check with SRO's to see if your assistance is necessary for resolving ongoing difficulties with adjustments and management of territories.

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Source: https://www.industrydocuments.ucsf.edu/docs/lzjk0000

RETURNED GOODS

The returned goods rate for 1980 was an improvement from 1979. It is essential that we maintain this level of return at the beginning of the year in anticipation of reducing the number of unsaleables even further. Area Managers should review with their RGP's procedures for checking product freshness and the importance of establishing an accurate count prior to shipping merchandise. Review Sales Representative responsibilities for Returned Goods distributors. It may be necessary to make adjustments due to Redeployment.

PERFORMANCE APPRAISALS/PERFORMANCE REVIEWS

Management personnel should have completed their PA's/PR's by mid-December, 1980. If some people did not meet this deadline, it is most important that they devote a good portion of their time to these reviews and immediately catch up.

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Source: https://www.industrydocuments.ucsf.edu/docs/lzjk0000

SHA/ Sales Strategy & Objectives

JANUARY SALES CYCLE / JANUARY 5 - JANUARY 30, 1981

AREA MANAGERS

As of this Sales Period, AMDS's and AMCS's will no longer receive separate Product Promotion Plan instructions. Please note that instructions for both AMCS's and AMDS's will be included under one heading, "AM/Sales Strategy & Objectives" (see enclosed).

PLAN B

Follow up on Area Managers' presentations to chain accounts to be certain that they are continuously receiving commitments from chain account managers to feature a B-3 or B-4 display in their outlets. Accounts already signed to our Plan B merchandising contract should be made aware of our new display brand and header card policy. As of this Sales Period, Sales Representatives will be required to change packings and header cards twice a sales cycle; i.e., four display brands will be offered during January 5 - January 16. During January 19 - January 30 brands will again be rotated.

HEADQUARTER DISTRIBUTORS

With deployment some Sales Representatives' responsibilities with headquarter distributors may have changed. Be certain that AMDS's are advised of all territorial changes which would affect unsaleables as well as the periodic ordering of extra merchandise for Sales Representatives' needs.

RAPID DISTRIBUTION ALLOWANCE

Between January 1 - March 31 Rapid Distribution Payment Allowance will be in effect. In order to insure that we increase vending column placements during the beginning of the year, Area Managers must strive to promote this $3.00 per column placement to best advantage. Priority accounts for this program are those vendors who do not allow ride-with activity. Be sure your managers gain firm commitments from vendors and during their presentations, place emphasis on increasing columns for Marlboro Lights, Merit, and Benson & Hedges Lights. Please note that this program is limited to three months, and not the usual six months for an RDA Program.

MILITARY MANAGER ACTIVITY

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Set PM brand distribution objectives for your assigned Military Manager(s) for 1981. Brand presentation to military buyers should be planned for each and every assigned call during every cycle. Be sure that Military Managers utilize Maxwell Reports effectively.

Source: https://www.industrydocuments.ucsf.edu/docs/lzjk0000

SRO/ Sales Strategy & Objectives

JANUARY SALES CYCLE / JANUARY 5 - JANUARY 30, 1981

SWITCH SELLING

Division Managers and Sales Representatives should now be performing satisfactory switch sells. Techniques and skills must be developed continuously and are essential for switching consumers from a competitor's pack to one of our own brands. When attending Division Meetings, offer your guidance during role playing and make suggestions on how to improve skills. When necessary, work with Division Managers on an individual basis to improve their switch selling efficiency. It is only then that they will be able to communicate to their Sales Representatives proper switch selling procedures.

PLAN B

As of this Sales Period, Sales Representatives will change header cards and display brands twice a sales cycle or four times each sales period. During the first half of January (January 5 - 16) four display brands will be offered. On January 19 Sales Representatives will begin changing headers and packings for the second half of January. This more frequent rearrangement of brands in our Plan B unit will offer us an excellent opportunity to gain greater consumer awareness for our products. Monitor usage of header cards during the initial stages of implementation. Be certain that new personnel have a complete understanding of Plan B contracts and of this most current change in merchandising.

TERRITORY COVERAGE

Monitor with your Division Managers the new redeployed territories. Be sure territories are routed properly, coverage patterns (4's, 8's, 12's) are executed according to instructions, and work load points are evenly distributed.

NEW GENERIC DISPLAY

Beginning this month a new compact generic display will be available for placement in accounts. It will hold 30 packs in a slightly modified configuration from the existing display. The new generic set/sell is to be utilized in the same manner as the old display. Payment allowance also remains identical.

SET/SELL USAGE

It is your responsibility to monitor usage of set/sells in the new redeployed territories. If adjustments need to be made, requests should be made in writing to Tom Walsh, Headquarter Sales, New York Office.

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Source: https://www.industrydocuments.ucsf.edu/docs/lzjk0000

AM/ Sales Strategy & Objectives

JANUARY SALES CYCLE / JANUARY 5 - JANUARY 30, 1981

PLAN B

As of this Sales Period, packings and header cards will change twice during each sales cycle in our Plan B unit rather than once. For example, between January 5 - 16, Virginia Slims Lights, Merit, Cambridge, and Parliament Lights will be featured. During January 19 - 30, Cambridge, Marlboro, Virginia Slims Lights, and Saratoga will be positioned 1-4 consecutively. During your chain contacts it is most important that you promote the greater versatility of the B display. The greater rotation of display brands will enable our Plan B accounts to present a wider variety of product to consumers in a shorter period of time. This will provide increased sales and profits for the chain account and greater visibility of our complete line of products. Continue to investigate the advantages of upgrading our displays with chains.

SWITCH SELLING

As a reminder, switch selling will continue to be an ongoing activity. You should always attempt to devote at least one-half hour of your day switch selling in retail outlets. Discuss any ongoing problems with your SHA if your switch selling techniques require further training.

RAPID DISTRIBUTION ALLOWANCE

To begin the new year, a three month Rapid Distribution Allowance will go into effect between January 1 - March 31. Because this $3.00 per column placement will only be offered for three months, you must utilize your best sales skills to promote this program to best advantage. Priority accounts for this program are key vendors with whom you have been unable to schedule ride-withs. Be certain that you receive firm commitments from vendors. Focus on new columns for Marlboro Lights, Merit, and Benson & Hedges Lights, in addition to our other growth brands. Once you have received a definite verbal commitment from a vendor to place additional columns and specific dates, it is essential that the account sign a "Participation Agreement." Moreover, be sure that all Vending Certification Statements and Invoices are accurately completed. Remember, Participation Agreements must be filled out and delivered to the New York Office no later than March 31.

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Source: https://www.industrydocuments.ucsf.edu/docs/lzjk0000

RETURNED GOODS

The Returned Goods rate for I980 demonstrated continuous improvement. The Returned Goods Processor program has been very successful. Continue to work with all RGP's to insure they are following proper procedures for checking product freshness and are reporting accurately.

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Source: https://www.industrydocuments.ucsf.edu/docs/lzjk0000

MM & DM/ Military Account Strategy & Objectives

JANUARY SALES CYCLE / JANUARY 5 - JANUARY 30, 1981

ALL ACCOUNTS

Many of you have the responsibility of placing weekly or bimonthly cigarette orders for the Army/Air Force Commissaries in your assignment. Set your priority goal now in the beginning of 1981 to increase each PM growth brand by one case in an effort to increase sales and avoid out-of-stocks. These extra cases ordered monthly, plus your normal orders for these commissaries would increase sales substantially in the domestic military market. Army and Air Force Commissaries account for over 50 percent of total military sales nationally. Therefore, your efforts in this area are critical. Your main objective for 1981 should be to prepare brand presentations and set appointments with buyers for each call at your assigned military installations. Use your Military MSA Regional and Maxwell Grid Reports to substantiate our sales growth.

AAFES, NAVY, COAST GUARD, AND MARINE CONTRACT ACTIVITY

Self-service carton merchandising fixtures should be audited and any non-compliances should be forwarded to the Military Manager with Region Headquarter responsibility prior to January 15.

Special Note: The new space plan-o-grams for both gondola and wall fixtures are now being developed by AAFES headquarters in Dallas, Texas. Upon receipt of the new space allocations for 1981, new plan-o-grams will be sent to you. Do not make any shelf space changes in your assigned exchanges until you receive them. Copies of these new plan-o-grams should be made available to your Military Merchandiser(s) and Sales Representatives. Military Managers with AAFES Region Headquarter responsibility will be notified of the proper Plan A merchandising payment for 1981 and of the dates involved.

PLAN A-I-P

All Virginia Slims packings should be featured during January. You may use your personally allocated incentives where necessary in high-volume accounts.
Note: No paid A-1 displays are scheduled for January.

CHECKOUT DISPLAYS

Upon receiving the checkout display schedule from the Military Managers with AAFES Region Headquarter responsibility, you should place checkout displays according to this schedule for each listed promotional period.

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Source: https://www.industrydocuments.ucsf.edu/docs/lzjk0000

REPORTING

When completing the MCR Recorder, be sure to mark the following sections:

BRANDS STOCKED

Distribution (including "added" and "dropped") of Merit Ultra Lights should be reported in the "Brands Stocked" section as follows:

- Column A (91): Merit Ultra Lights Regular
- Column B (92): Merit Ultra Lights Menthol

SURVEY SECTION

Report in this section all retail calls only during this Sales Cycle.

- Column A - Do not report.
- Column B - Do not report.
- Column C - Report "yes" or "no" - is there distribution of Merit Ultra Lights Regular when you leave the call.
- Column D - Report "yes" or "no" - is there distribution of Merit Ultra Lights Menthol when you leave the call.

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Source: https://www.industrydocuments.ucsf.edu/docs/lzjk0000

DM/ Sales Strategy & Objectives

JANUARY SALES CYCLE / JANUARY 5 - JANUARY 30, 1981

Your First Sales Period Meeting is to be held on Monday, January 5. Inventory p.o.s. shipments before the meeting and redistribute materials if necessary. Contact Tom Walsh, Headquarter Sales Operations, New York Office, if you are short of materials or have not received a shipment prior to the beginning of the Sales Period. Remember that kits for new Sales Representatives (hired as a result of Redeployment) have been shipped separately and may arrive after the start of the Sales Period in some cases. Prior to January 5, you will receive training materials to assist you in conducting your January Sales Cycle PPP Meeting. S.P.A.C.E. revisions, new RAM tracking worksheets, ICR blowups, and a free standing flipchart should be used to highlight changes in S.P.A.C.E. and RAM. Please note that the ICR blowups and the flipchart should be retained for future training sessions. Use the Leader's Guide you received at your Region Meeting in December to properly present this material to your Sales Representatives.

PLAN A

At the start of the new year, Sales Representatives should have plan-o-grams reflect allocated space based on the most current local share of market. Be certain new Sales Representatives are knowledgeable on how to complete plan-o-grams. Emphasize use of shelf dividers to reallocate space for marginal brands.

PLAN B

Beginning with this Sales Period Sales Representatives will be required to change header cards and brands twice a sales cycle or four times per sales period. During the first two weeks of January (January 5 - 16), four display brands will be featured: Virginia Slims Lights, Merit, Cambridge, and Parliament Lights, Display Brands I-IV consecutively. From January 19 - 30, different packings and headers will be displayed in our Plan B unit. This increased rotation will enable both retailer and PM to have a wider variety of product available to consumers. Because this will generate greater sales and profits, Sales Representatives must make it a point to mention the benefits of changing product in the B display to all participating retailers. During the initial stages of implementation carefully monitor header card inventory and usage. Review this new Plan B merchandising policy in detail at your First Sales Period Meeting. Furthermore, upgrading accounts to a B-3, or in some cases a B-4, should remain an ongoing priority for each Sales Representative.

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COVERAGE

As Sales Representatives continue to work their new territories, three key areas should be monitored by you: 1) are territories routed properly; 2) are 4's, 8's, 12's being contacted in the

Source: https://www.industrydocuments.ucsf.edu/docs/lzjk0000

frequency designated; 3) are work load points equally distributed within your Division. If you need additional help in managing this responsibility, discuss this with your SRO.

SWITCH SELLING

Your First Sales Period Meeting should include a review and discussion of switch selling. An excellent method for improving one's skill in switch selling, next to actual in-store activity, is to role play. Also, a good dialogue between members of your Division on their personal experiences and successes can be beneficial at this point. It will be important, however, for you to identify those people who need further help on switch selling and subsequently provide that assistance in the field.

P.O.S. MATERIALS

Both you and your Sales Representatives will receive 20 utility tray replacement calendars for the standard tray and super utility tray. In addition, a new generic set/sell will be available for placement this Sales Period. The new generic set/sell has a slightly modified design, better suited for retail outlets, and has a 30-pack capacity. Placement procedures and payment allowance remain the same. Other special items for First Sales Period activities are as follows:

1. Marlboro Store Door Sign (Open/Closed)
2. Virginia Slims Check Casher
3. Virginia Slims Lights Perpetual Calendar

Display and demonstrate the use of these items at your meeting.

PERFORMANCE APPRAISALS/PERFORMANCE REVIEWS

If you did not complete your PA's/PR's by mid-December, you must do so immediately. Make it a point to submit these to your SRO as soon as practical. Your direction and guidance will be crucial for your Sales Representatives' continuous growth and development throughout the year.

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Source: https://www.industrydocuments.ucsf.edu/docs/lzjk0000

SR/ Sales Strategy & Objectives

JANUARY SALES CYCLE / JANUARY 5 - JANUARY 30, 1981

The enclosed instructions are for January only. You will receive February Product Promotion Plan details in January. Your First Sales Period Meeting will be held on Monday, January 5.

PLAN A

To begin 1981 plan-o-grams must reflect allocated space based on the most current local share of market. Make use of shelf dividers where necessary to reallocate space for marginal brands. Competition for rack space will increase this year, and every effort must be made to not only maintain our position, but increase allocated rows for our low-tar packings in addition to our other growth brands. Always double-check to make sure carton racks are properly labeled and that ample stock exists. Emphasize to retailers how supply must meet consumer demand in order to increase sales and receive greater profits.

PLAN B

As of this Sales Period we will change header cards and display brands twice a sales cycle, or four times per sales period. For example, during the first two weeks of January (January 5 - 16), Virginia Slims Lights will occupy the first position, Merit the second, Cambridge and Parliament Lights, third and fourth consecutively. From January 19 - 30 different packings and headers will be offered (refer to the enclosed Materials Listing). Be sure to mention to retailers that because of this more frequent change in display brands they will be able to display a wider variety of products in a shorter period of time. The result will be increased sales and greater profits. Upgrading accounts from B-2's to B-3's or B-4's remains a priority. Retailers' acceptance of the B-3 and B-4 has been excellent. Remember to plan your presentations with the account's needs in mind and our desire to achieve maximum visibility and accessibility of product.

SWITCH SELLING

Now that you've performed switch selling these past two months in your retail accounts, you should have a better feeling for switch selling different types of consumers with relative ease. Practicing switch selling during your Product Promotion Plan Meeting will enable you to try out different approaches before attempting them during your retail visits. Discuss any ongoing difficulties with your Division Manager and fellow Sales Representatives. They might be able to offer helpful suggestions for improving your switch selling skills further.

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Source: https://www.industrydocuments.ucsf.edu/docs/lzjk0000

P.O.S. MATERIALS

You will receive 20 utility tray replacement calendars for the standard tray and super utility tray. Be sure that you give each account a new 1981 calendar for their existing tray. In addition, a new generic set/sell will be available for placement this Sales Period. The new generic display has a slightly modified design, better suited for your accounts, and has a 30-pack capacity. As with the current set/sell, utilize this new display when quantities of display brand set/sells have been depleted or in special situations. Payment allowance remains the same as outlined on the Merchandising Sheet. The following three pieces will be featured during the January Sales Cycle:

1. Marlboro Store Door Sign (Open/Closed) - 12 per SR
2. Virginia Slims Check Casher - 10 per SR
3. Virginia Slims Lights Perpetual Calendar - 25 per SR

The Marlboro Store Door Sign is an open/closed sign made of durable plastic and hangs from a rawhide-type rope and hanging peg. The lower panel rotates to read "open/thank you" and "closed." The sign measures 14" wide by 17" high including the rotating panel. Placements should be restricted to glass doors or windows.

The Virginia Slims Check Casher is for consumer use in retail areas where check cashing takes place. Suggested locations are high traffic service centers and manager's offices. You should insure that selection of locations guarantee excellent visibility and long-term placement.

Your Division Manager will discuss the use of these pieces further at the PPP Meeting.

ICR RECORDER

Beginning in January you will be using a new ICR Recorder. Your Division Manager will discuss the changes at the PPP Meeting. Be sure to discard all old ICR's when you begin coverage in January.

1002416794

Source: https://www.industrydocuments.ucsf.edu/docs/lzjk0000

SR/ Military Account Strategy & Objectives

JANUARY SALES CYCLE / JANUARY 5 - JANUARY 30, 1981

ALL ACCOUNTS

Cigarette stock in warehouses must be checked for ordering and proper stock rotation on a regular basis during your call cycle. Overstocked PM brands, especially in those AAFES accounts who placed heavy orders due to the December 1 military price increase, must be distributed to all main branches and mini exchanges as soon as possible.

Merchandise and promote these PM brands on AAFES fixtures and erect military floor bins. Those of you with your Division Managers having military incentive allocations must schedule promotions utilizing these on-carton incentives in Commissaries, Navy, Coast Guard, and Marine exchanges as well as AAFES exchanges.

AAFES, NAVY, COAST GUARD, AND MARINE EXCHANGES

PLAN A

Special Note: Upon receipt of the new AAFES space plan-o-grams for both gondola and wall fixtures from your Division Manager, you must make any necessary space adjustments immediately. Do not make any shelf space changes in your Division Manager's assigned exchanges prior to the receipt of the new 1981 official AAFES plan-o-gram.

PLAN A-I-P

All Virginia Slims packings must be featured during January. Utilize your Division Manager's allocated incentives in these permanent displays in all military high-volume accounts where they are available. Note: No paid A-1 displays are to be erected during January.

CHECKOUT DISPLAYS

You will receive the checkout display schedule for your AAFES region from your Division Manager for separate paid monthly display periods. Set up free checkout displays at every opportunity in military exchanges. Take advantage of R. J. Reynolds' "Serve Yourself" fixtures located on many package racks. Use two multipurpose cards and place Virginia Slims or Merit in these fixtures during January.

REPORTING

When completing the MCR Recorder during contact of your Division Manager's assigned military calls, you must mark the following sections for Merit Ultra Lights distribution:

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Source: https://www.industrydocuments.ucsf.edu/docs/lzjk0000

BRANDS STOCKED

Distribution (including "added" and "dropped") of Merit Ultra Lights must be reported in the "Brands Stocked" section as follows:

- Column A (91): Merit Ultra Lights Regular
- Column B (92): Merit Ultra Lights Menthol

SURVEY SECTION

Report in this section all retail calls only during this Sales Cycle.

- Column A - Do not report.
- Column B - Do not report.
- Column C - Report "yes" or "no" - is there distribution of Merit Ultra Lights Regular when you leave the call.
- Column D - Report "yes" or "no" - is there distribution of Merit Ultra Lights Menthol when you leave the call.

1002416796

Source: https://www.industrydocuments.ucsf.edu/docs/lzjk0000

ICR/ REPORTING INSTRUCTIONS

JANUARY SALES CYCLE / JANUARY 5 - JANUARY 30, 1981

SET/SELL PLACEMENTS

S/S 1st: Virginia Slims Lights 30-pack vertical only
S/S 2nd: Virginia Slims Lights 20-pack horizontal only
S/S 3rd: Merit 20-pack vertical only
S/S 4th: Generic Set/Sell placed in Ethnic accounts only
S/S A: Do not report in this column
S/S B: Generic Set/Sell paid and non-paid displays only

CONSUMER ACTIVITY

20's: Report 20's sold and sampled
4's: Report Virginia Slims Lights 4's sampled

PERMANENT P.O.S.

Other type #1: Report placements of pilfer-proof display (if display already at location, mark "ADD")

TEMPORARY P.O.S. PLACED THIS CALL

Posters Large: Report all large posters
Posters Small: Report all small posters
Cards: Report all cards
Talkers: Report all shelf talkers
Decals: Report all decals
Oth 1: Do not report in this column
Oth 2: Do not report in this column
Oth 3: Do not report in this column

SURVEY SECTION

Column 1: Report "yes" only if you've placed a Virginia Slims Check Casher.
Column 2: Report "yes" only if you've placed a Virginia Slims Lights Perpetual Calendar.
Column 3: Report "yes" only if you've placed a Marlboro Store Door Sign.
Columns 4-14: Do not report in these columns.
Column A: Report "yes" or "no" - does this account have a Philip Morris decal.
Columns B-I: Do not report in these columns.
Column J: Report all placements of miscellaneous Set/Sells you are unable to report in the Set/Sell section.

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Source: https://www.industrydocuments.ucsf.edu/docs/lzjk0000

ICR/ REPORTING INSTRUCTIONS

10024169798

Source: https://www.industrydocuments.ucsf.edu/docs/lzjk0000

MCR/ REPORTING INSTRUCTIONS

JANUARY SALES CYCLE / JANUARY 5 - JANUARY 30, 1981

CHECKOUT DISPLAYS PLACED
1. Virginia Slims Lights 30-pack vertical only
2. Virginia Slims Lights 20-pack horizontal only
3. Other Brand displays (vertical and horizontal)
4. Virginia Slims Lights or Merit displays placed in "Serve Yourself" fixture - use two multipurpose cards

Total Paid: Report total of all paid displays - National & Local

PERMANENT P.O.S.
Other type #1: Report "Marlboro And Other Popular Brands Sold Here" Sign.

BRANDS STOCKED (SECTION 18)
Distribution (including "Added" and "Dropped") of Merit Ultra Lights Regular is to be reported in Column A (91) and Merit Ultra Lights Menthol is to be reported in Column B (92) of the "Brands Stocked" section.

SURVEY
Report in this section all retail calls only during this Sales Cycle.
- .Column C - Report "yes" or "no" - is there distribution of Merit Ultra Lights Regular when you leave the call.
- .Column D - Report "yes" or "no" - is there distribution of Merit Ultra Lights Menthol when you leave the call.

TEMPORARY P.O.S. PLACED

BRAND TYPE
Posters: Report all posters
Cards: Report all brand multipurpose cards
Talkers: Report all brand shelf talkers
Othr 1: Do not report
Othr 2: Do not report

INCENTIVE TYPE
Mobiles: Report all incentive mobiles
Cards: Report all incentive special offer cards used in metal insert signs
Talkers: Report all incentive shelf talkers
Othr 1: Do not report
Othr 2: Do not report

SAMPLES USED
Military Managers and Merchandisers mark all sample 4's in 4's/6's section.

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Source: https://www.industrydocuments.ucsf.edu/docs/lzjk0000

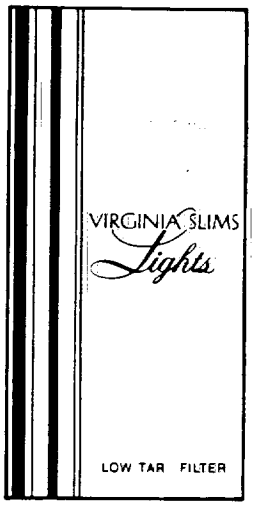
MCR/ REPORTING INSTRUCTIONS

1002416800

Source: https://www.industrydocuments.ucsf.edu/docs/lzjk0000

ETHNIC PROGRAM / FOR SELECTED PERSONNEL

Featured Brand



Virginia Slims Lights

THE NEW GENERIC SET/SELL WILL BE USED FOR PLACEMENT IN ALL ETHNIC ACCOUNTS WITH A $1.50 PAYMENT ALLOWANCE PER OUTLET. UTILIZE THE VIRGINIA SLIMS LIGHTS MULTIPURPOSE CARD AS A HEADER.

SAMPLING ACTIVITIES FOR THE JANUARY SALES CYCLE WILL BE ON BEHALF OF VIRGINIA SLIMS LIGHTS.

SAMPLING ACTIVITIES FOR THE FEBRUARY SALES CYCLE WILL BE ON BEHALF OF BENSON & HEDGES 100'S.

SAMPLE RATE: 25 PER DAY.

Materials	Distribution
POSTER—LARGE	ALL ADJUSTED ACCOUNTS
POSTER—SMALL	ALL ADJUSTED ACCOUNTS
MULTIPURPOSE CARD	ALL ADJUSTED ACCOUNTS
SHELF TALKER	ALL ADJUSTED ACCOUNTS
COUNTER CARD	1/2 ADJUSTED ACCOUNTS
PENCIL CADDY (MERIT)	1/2 ADJUSTED ACCOUNTS

SPANISH P.O.S.: MARLBORO

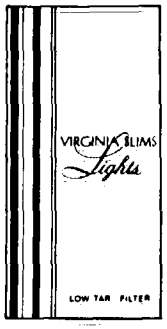
POSTER—LARGE	ALL ADJUSTED ACCOUNTS
STORE HOUR DECALS	1 SET PER TERRITORY

1002416801

Source: https://www.industrydocuments.ucsf.edu/docs/lzjk0000

Materials: January Sales Cycle

Display Brand 1: VIRGINIA SLIMS *Lights*



MATERIALS	MM	DM	ADM	S/R
*Contract I Header	LIST	20	—	LIST
30-Pack Set/Sell (V)	20	—	—	LIST
20-Pack Set/Sell (H)	40	—	—	LIST
Poster—Large	—	25	25	75
Poster—Small	50	50	50	50
Multipurpose Card	50	25	25	100
Shelf Talker	50	25	25	100
Push/Pull & In/Out Decals	1 set	—	—	1 set
V/S Lights Perpetual Calendar	—	—	—	25

Display Brand 2: MERIT

MATERIALS	MM	DM	ADM	S/R
*Contract II Header	LIST	20	—	LIST
20-Pack Set/Sell (V)	—	—	—	LIST
Poster—Large	—	50	50	50
Multipurpose Card	50	50	50	50
Shelf Talker	75	—	—	75

Display Brand 3: Cambridge

MATERIALS	MM	DM	ADM	S/R
*Contract III Header	50	200	—	—

Display Brand 4: Parliament *Lights*

MATERIALS	MM	DM	ADM	S/R
*Contract IV Header	20	100	—	—

*The *above* indicates contract headers for *January 5-January 16*. Header cards and display brands for *January 19-January 30* are as follows:

Contract I Header: Cambridge	MM	DM	ADM	S/R
	LIST	20	—	LIST
Contract II Header: Marlboro	LIST	20	—	LIST
Contract III Header: Virginia Slims Lights	50	200	—	—
Contract IV Header: Saratoga	20	100	—	—

2024168002

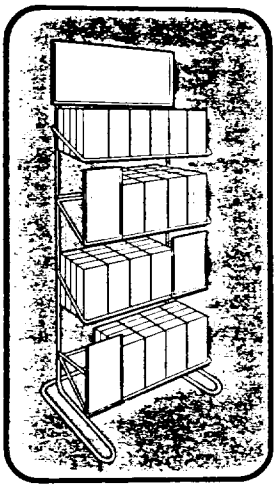
Source: https://www.industrydocuments.ucsf.edu/docs/lzjk0000

Merchandising/Jan.

January 5—January 30, 1981

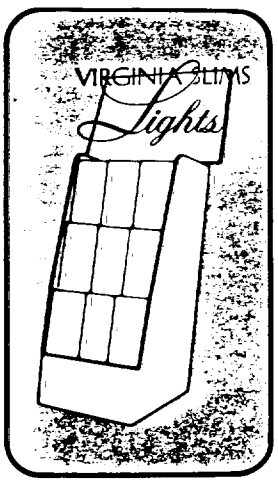
Retail Product Sell-In

As part of your in-store mission, you should sell-in without gratis. Sales can be flexible, and the brands should satisfy both permanent and temporary display requirements. Design the carton mix of the sell-in to correct distribution gaps and low-stock conditions.



Accounts with B-2's/ B-3's/B-4's

	JANUARY 5-16	JANUARY 19-30
POSITION I:	V/S LIGHTS	CAMBRIDGE
POSITION II:	MERIT	MARLBORO
POSITION III:	CAMBRIDGE	V/S LIGHTS
POSITION IV:	PARLIAMENTS LTS.	SARATOGA



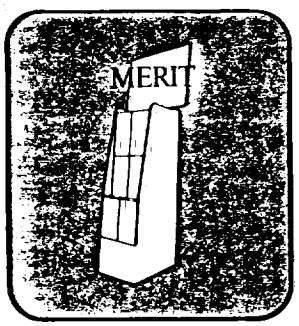
Accounts without B-2's/B-3's/B-4's

VIRGINIA SLIMS LIGHTS WILL OFFER A 30-PACK VERTICAL SET/SELL FOR PLACEMENT WITH A $1.50 PAYMENT ALLOWANCE PER OUTLET FOR SELF-SERVICE LOCATIONS.

1002416803

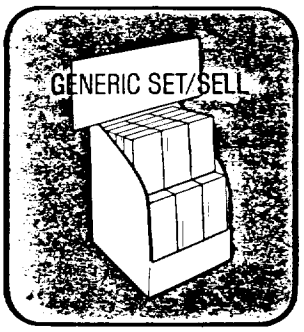
Source: https://www.industrydocuments.ucsf.edu/docs/lzjk0000

Merchandising/Jan.



All Retail Accounts

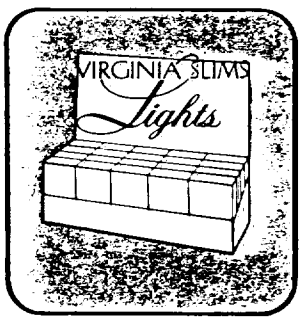
MERIT WILL OFFER A 20-PACK VERTICAL SET/SELL FOR PLACEMENT IN ACCOUNTS WITH AND WITHOUT B-2'S, 3'S, AND 4'S. $1.00 PAYMENT ALLOWANCE PER OUTLET IN SELF-SERVICE LOCATIONS.



Generic Set/Sell (30-pack capacity)

DURING THE 1ST SALES PERIOD UTILIZE THE GENERIC SET/SELL WHEN QUANTITIES OF DISPLAY BRAND SET/SELLS HAVE BEEN DEPLETED OR IN SPECIAL SITUATIONS. MULTIPURPOSE CARDS ARE TO BE USED AS HEADERS.

$1.50 PAYMENT ALLOWANCE PER OUTLET IF USED AS A REPLACEMENT FOR THE 30-PACK SET/SELL, OTHERWISE, $1.00.



Multiple Checkout and Military Accounts

VIRGINIA SLIMS LIGHTS WILL OFFER A 20-PACK HORIZONTAL SET/SELL WITH A $1.50 PAYMENT ALLOWANCE. (MAXIMUM OF $4.50 FOR 3 OR MORE PLACEMENTS.) WHERE AUTHORIZED, THIS SET/SELL IS AVAILABLE FOR PLACEMENT IN MILITARY ACCOUNTS.

Sample 4's

SAMPLING ACTIVITIES WILL BE FOR VIRGINIA SLIMS LIGHTS. SAMPLE RATE: 25 PER DAY.

1002416804

Source: https://www.industrydocuments.ucsf.edu/docs/lzjk0000